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SENT VIA E-MAIL

September 11, 1997

TO:	Rich Kane	Bill Roth
	Mark Young	Peter Schmidt
	Jay Loftin	Larry Poole

Subject: **Winston Out of Home Survey**

Attached you will find a letter from Lucinda Sheer regarding an out of home survey she is conducting on Winston. It is virtually impossible for their group to visit every marketplace to monitor placement by supplies, so your input is very important to them.

We would appreciate you providing your best definition of Winston presence in the identified markets you visited during the first five weeks of the Winston launch. The survey should be returned to me on or before 9/19/97.

Call if you have any questions.

Don

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Attachment

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